

ORDER



Orders
Order / Rev: 717603 - 1
Alt Order #: 06345533
Product Desc: FL VOTE NO ON 6
Estimate: 12168
Flight Dates: 10/24/12 - 10/28/12
Original Date / Rev: 09/26/12 / 10/25/12
Order Type: Political

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Media Strategies
Buying Contact: Chris Vail
Billing Contact:
 11350 Randon Hills Road, Suite 670
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: FL Vote No on 6 Committee
Demographic: A35+
Product Codes: IS-Issue/Ballot
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	32	\$41,150.00	\$34,977.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	32	\$41,150.00	\$34,977.50	0.00
Totals	32	\$41,150.00	\$34,977.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	10/24/12	10/26/12	M-F 6-7a 6-7a 10 News	CM	6-7a	--WTF--	:30	3	\$350.00	P-3	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	--WTF--		3			\$350.00		0.00				
2	WTSP	10/28/12	10/28/12	CBS Sunday Morning CBS Sunday Morning	CM	Sun 9-1030a	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S		1			\$1,000.00		0.00				
E 3	WTSP	10/24/12	10/26/12	Price Is Right Price Is Right	CM	11a-12p	--WTF--	:30	3	\$900.00	P-3	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	--WTF--		3			\$900.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	3	WTSP	10/22/12-10/28/12	Price Is Right		11a-12p	--WThF--	:30		(\$900.00)		0.00	NM		
	Credited														
4	WTSP	10/24/12	10/24/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	--W----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	--W----		1			\$900.00		0.00				
5	WTSP	10/24/12	10/26/12	M-F 4-5p Dr. Phil	CM	4-5p	--WTF--	:30	3	\$800.00	P-3	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	--WTF--		3			\$800.00		0.00				
6	WTSP	10/25/12	10/26/12		CM	5-530p	---TF--	:30	2	\$550.00	P-3	0.00	NM	2	\$1,100.00

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Advertiser: FL Vote No on 6 Committee
 Product Desc: FL VOTE NO ON 6
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WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 5-530p 5-530p 10 News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--					2	\$550.00		0.00			
7	WTSP	10/24/12	10/26/12	M-F 530-6p 10 News at 530p	CM	530-6p	--W-F--	:30	2	\$550.00	P-3	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W-F--					2	\$550.00		0.00			
8	WTSP	10/25/12	10/25/12	M-F 6-630p 6-630p 10 News	CM	6-630p	---T---	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$1,000.00		0.00			
9	WTSP	10/24/12	10/24/12	7-730p Wheel of Fortune	CM	7-730p	--W----	:30	1	\$2,600.00	P-3	0.00	NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$2,600.00		0.00			
10	WTSP	10/25/12	10/25/12	Thu Prime B Person of Interest	CM	Thu 9-10p	---T---	:30	1	\$9,000.00	P-3	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$9,000.00		0.00			
11	WTSP	10/28/12	10/28/12	Sun Prime C The Good Wife	CM	Sun 9-10p	-----S	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$7,000.00		0.00			
12	WTSP	10/24/12	10/26/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	--WTF--	:30	3	\$2,000.00	P-3	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$2,000.00		0.00			
13	WTSP	10/27/12	10/27/12	LN (Sa) Late News (Sa)	CM	Sa 11-1135p	-----S-	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$1,400.00		0.00			
14	WTSP	10/28/12	10/28/12	LN (Su) Late News (Su)	CM	Su 11-1135p	-----S	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$1,800.00		0.00			
15	WTSP	10/24/12	10/26/12	Letterman Late Night with David Letterman	CM	1135p-1237a	--WTF--	:30	3	\$700.00	P-3	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$700.00		0.00			
N17	WTSP	10/27/12	10/27/12	Sat 6-8a 10 News, 6am Saturday	CM	Sat 6-8a	-----S-	:30	2	\$75.00	P-4	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					2	\$75.00		0.00			
N18	WTSP	10/27/12	10/27/12	Sat 8-10a CBS This Morning Saturday	CM	Sat 8-10a	-----S-	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$300.00		0.00			
N19	WTSP	10/26/12	10/26/12	CBS This Morning CBS This Morning	CM	7-9a	----F--	:30	1	\$200.00	P-4	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$200.00		0.00			
N20	WTSP	10/26/12	10/26/12	530-6a 530-6a 10 News	CM	530-6a	----F--	:30	1	\$150.00	P-4	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$150.00		0.00			
N21	WTSP	10/26/12	10/26/12	5-530a 5-530a 10 News	CM	5-530a	----F--	:30	1	\$100.00	P-4	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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WTSP-TV

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N21	WTSP	10/26/12	10/26/12	5-530a	CM	5-530a	----F--	:30	1	\$100.00	P-4	0.00 NM	1	\$100.00
				5-530a 10 News										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	----F--	1		\$100.00		0.00					
												Totals	32	\$41,150.00